

Attorney Docket No. 66156.000109  
(Old Attorney Docket No. 56704.000109)  
Attorney Customer No. 27682

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re US Patent Application of:	)	
	)	
Matthew K. GRACIE	)	
	)	
Application No.: 10/735,018	)	Group Art Unit: 3623
	)	
Filing Date: December 12, 2003	)	Examiner: Bryan Wright
	)	
Title: SYSTEM AND METHOD FOR	)	Confirmation No. 2322
CONDUCTING AN OPTIMIZED	)	
CUSTOMER IDENTIFICATION	)	
PROGRAM	)	

**RESPONSE TRANSMITTAL LETTER**

**Mail Stop Amendment**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Enclosed is an Amendment and Response to the September 25, 2008 Official Action in connection with the above-identified patent application.

- A petition for a One-Month Extension of Time is also enclosed.
- Terminal Disclaimer to Obviate a Provisional Double Patenting Rejection Over a Pending "Reference" Application and the \$140 fee Under 37 CFR 1.20(d).
- No additional claim fee is required.
- An additional claim fee is required, and is calculated as shown below:

CLAIMS					
	NO. OF CLAIMS	HIGHEST NO. OF CLAIMS PREVIOUSLY PAID FOR	EXTRA CLAIMS	RATE	FEE
Total Claims	52	Minus 53 =	0	x \$52.00 =	\$0
Independent Claims	5	Minus 5 =	0	x \$220.00 =	\$0
If Amendment adds multiple dependent claims, add \$390.00					n/a
Total Amendment Fee					\$0
If small entity status is claimed, subtract 50% of Total Amendment Fee					\$0
<b>TOTAL ADDITIONAL FEE DUE FOR THIS AMENDMENT</b>					\$0

- Charge \$\_\_\_\_ to Deposit Account No. 08-3436 for the fee due.
- Check No. \_\_\_\_ in the amount of \$\_\_\_\_\_ is enclosed for the fee due.
- A Certificate of Express Mailing Under 37 C.F.R. §1.8.
- Self-addressed stamped postcard.
- The Commissioner is hereby authorized to charge any appropriate fees under 37 C.F.R. §1.16, 1.17 and 1.21 that may be required by this paper to Deposit Account No. 08-3436.

Date: December 22, 2008

Respectfully submitted,

By:



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Mail Stop Amendment  
Commissioner for Patents  
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**AMENDMENT & RESPONSE UNDER 37 C.F.R. 1.111**

Dear Sir:

In response to the Office Action dated September 25, 2008 ("the Office Action"),  
Applicant respectfully requests reconsideration of the above-identified Application in light of the  
amendments and remarks herein as follows:

**AMENDMENTS TO THE CLAIMS** begin on Page 2.

**REMARKS** begin on Page 18.